

UDC 33

DOI: 10.34670/AR.2023.16.12.015

Improvement of the company's sales policy

Jun Liu

Graduate Student,
Peoples' Friendship University of Russia,
117198, 10/2, Miklukho-Maklaya str., Moscow, Russian Federation;
e-mail: 1032218950@rudn.ru

Timofei M. Mazurchuk

Assistant,
Peoples' Friendship University of Russia,
117198, 10/2, Miklukho-Maklaya str., Moscow, Russian Federation;
e-mail: 1032218950@rudn.ru

This paper has been supported by the RUDN University Strategic Academic Leadership Program.

Abstract

Marketing determines the relationship of the enterprise with the external environment through its study, aimed at identifying the competitive position of the enterprise, its potential in the relevant market within the framework of the adopted development strategy, which can be implemented through competent marketing strategies and tactics. Improving the marketing activities of an enterprise today is one of the most important elements in the development of an enterprise, which consists in bringing goods to the consumer in the place, in the quantity and quality that are required, as well as making the most of their opportunities to improve customer service. An enterprise that effectively sells its products responds faster to changes in the market and receives significant competitive advantage. When improving sales activities, achieving goals of the company occurs through the assessment and satisfaction of requirements consumer. Due to the fact that retail trade is currently characterized by a decrease in demand, especially for goods that are not essential goods, many aspects of the activities of enterprises need to be carefully analyzed and modernized. In particular, it is necessary to improve sales activities, since it is they who determine the profitability of the enterprise. The phenomena taking place in the market are due to a decrease in the level of income, and hence the solvency of the population.

For citation

Jun Liu, Mazurchuk T.M. (2023) Improvement of the company's sales policy. *Ekonomika: vchera, segodnya, zavtra* [Economics: Yesterday, Today and Tomorrow], 13 (2A), pp. 183-193. DOI: 10.34670/AR.2023.16.12.015

Keywords

Sales policy, sales management, sales methods, sales, business.

Introduction

The organization of marketing activities at the enterprise is one of the most important components of its successful functioning. Marketing activity provides the enterprise with the main - cash flow, it is from the formulation and development of marketing activities at the enterprise that its success or defeat in the market depends.

Therefore, the marketing organization must be considered as the most important component of marketing activities at the selected market. Marketing is the process of moving a product from a manufacturer to a to the consumer, including the transportation of goods, warehousing, storage, maintaining stocks at the right level, moving towards wholesalers and retailers, pre-sales preparation, ordering, documents and insurance, control over the movement of goods and the sale of goods [Balabanova, 2020].

Sales activities are aimed at the sale of specific types of products, regardless of when it is carried out: before the start of production (based on an order) or after production is completed (search for buyers of already produced goods when the manufacturer works in an unknown market).

Due to its complexity, the sales process cannot be considered as a one-time event, it must be part of a deeply thought-out long-term strategy of the company. In accordance with the goals of the firm, a sales plan as a whole should be developed, then a plan for product groups and individual products, a plan for individual markets, a plan for sales representatives and, in the case of large customers, a plan for consumers.

The main purpose of marketing is the realization of the economic interest of the manufacturer (obtaining entrepreneurial profit) on the basis of satisfying the effective demand of consumers [ibid.].

The main tasks of marketing activities:

- to deliver the goods to such a place, at such a time and in such quantity that it most suits the consumer;
- to attract the attention of the consumer to the product, to interest him in the purchase.

Marketing policy is a behavioral philosophy or general principles of activity that a company is going to follow in the field of building channels for distributing its goods and moving goods in time and space [Galitskii, 2020].

In this context, the main principles of activities in the field of distribution can be called the following:

- purposefulness (correspondence of the decisions made to the achievement of the goals set by the company);
- comprehensive consideration of marketing information regarding the requirements of buyers, the needs and problems of potential participants in the distribution channel, own marketing costs, the marketing policy of competitors, the state policy in the field of regulation of contracts and agreements with other market participants, etc.);
- complexity (consideration of the marketing policy in inseparable parallel connection with other elements of the marketing mix – commodity, price, communication and service policy);
- coordination (compatibility of marketing decisions with decisions in the field of goods, pricing, communications and services);
- systematic (consideration of sales and other marketing tools as elements that cause a synergistic effect from their joint use);
- flexibility (willingness to revise their positions if necessary).

Methods

In the study, the authors used some methods such as analysis and synthesis, induction and deduction, historical and logical, abstraction and concretization.

Results

The formation of a marketing policy is based on the use of the element of the marketing mix "bringing the product to the consumer", which characterizes the organization's activities aimed at making the product available to target consumers.

Practice shows that sales are the driving factor of the consumer market. If an enterprise sells goods, it means that it receives money and develops, and if not, it becomes bankrupt. The key provisions of sales are subject to generalization of results, to the test of life, i.e. their implementation in the practice of firms and companies. M. Porter and D. Stock emphasize a strategic approach to solving sales problems. They believe that the marketing system has gone beyond its traditional narrow influence as the exclusive sale of one product or another and is of great importance in strategic intent, i.e. the arsenal of marketing tools is inexhaustible.

In accordance with the basic principles of the marketing policy, a marketing strategy is developed and then tactics. A marketing strategy is a long-term and medium-term decision on the formation and change of marketing channels, as well as the processes of physical movement of goods in time and space in market conditions. A marketing strategy is developed for different markets, different products, product life cycle stages, and for other reasons [Evans, Berman, 2020].

Sales tactics are short-term and one-time events. Tactical measures are aimed at eliminating the deformation that occurs in the activities of production units and the distribution network due to unforeseen changes in market conditions, errors of management personnel and can lead to a complete contradiction with the strategic goals of the company. The essence of the marketing policy is revealed in the process of planning and implementing strategic and tactical actions [Zav'yalov, 2020].

The following can be used as decision-making criteria in the implementation of marketing policy measures:

- the value of the turnover;
- market share;
- distribution costs;
- the degree of branching of the distribution network;
- the image of distribution channels, that is, organizations that ensure the distribution and sale of goods;
- the level of cooperation of subjects in the distribution system, which ensures the reduction of conflict and commercial risk;
- flexibility and survivability of the distribution network.

The main marketing methods are [Goldstein, 2020]:

- trading systems, including centralized and decentralized sales;
- own or external forms of sales organization (sales form);
- direct and indirect sales through trading intermediaries
- enterprises (distribution routes).

To date, the status and role of the sales apparatus of the company is significantly increasing, as

more attention is paid to the needs of the market.

The choice of the method of marketing products is an integral part of the logistics of marketing at the enterprise and involves the interpretation of all the activities of the company, it is necessary to plan and organize the system of marketing products from the manufacturer to the recipient accordingly.

Finding simple solutions in marketing and sales promotion is a dangerous path, because for any commercial enterprise, sales organization is almost always on the list of key factors determining the survival and success of the enterprise.

Discussion

China has a long history of winemaking and alcohol production that goes back centuries. In the past two decades, China has become the new rising giant in the international wine industry. China already ranks among the top 10 best international wine markets in terms of total wine consumption, and also ranks first in the international market for red wine consumption.

Shanxi Xinghua Fen Group Co., Ltd. was established in March 2002 by restructuring the former Shanxi Xinghua Fen (Group) company into state-owned companies. The company is a prestigious large comprehensive state-owned enterprise in Shanxi Province.

In November 2012, Fenjiu Group's sales revenue exceeded 10 billion yuan, reaching 10.018 billion yuan, three years ahead of schedule to achieve the 10-billion-yuan target of the "Twelfth Five-Year Plan" [China's alcohol industry..., www].

In November 2020, Shanxi Xinghuacun Fenjiu Group Co., Ltd. was included in the list of important backbone enterprises administered by Shanxi Province.

Headquarters Location: Xinghua Village, Fenyang City, Shanxi Province

Field of activity: production of elite spirits

Form of ownership: state-owned company

Annual turnover 3300000000 yuan

Number of employees 8000 people

April 15, 2003 Shanxi Xinghuacun Fen Winery Co., Ltd. Quality Management System has been certified by China Quality Certification Center.

April 14, 2004 Shanxi Xinghua Fen Wine Factory Co., Ltd. CQM quality system certification.

April 14, 2004 Shanxi Xinghuacun Fenjiu Group Co., Ltd. Quality System passed the Fangyuan Mark Certification Center.

On August 1, 1995, the World-Famous Brand Consumers Association awarded him the Bamboo Wine World Famous Brand Certificate. On August 1, 1995, the World-Renowned Consumer Brand Recognition Committee awarded it the Consumer Goods Certificate of the world-famous brand Bamboo Wine. On August 1, 1995, the World-Famous Brand Consumer Products Certification Committee awarded it the World-Famous Brand Certification. On August 1, 1995, the World Brand Brand Consumer Products Association awarded it the World-Famous Trademark certification. October 1995 No. 9 28% vol. Trimeresurus brand The Trimeresurus wine is awarded a product quality certificate by the Chinese Quality Mark Certification Committee. On October 9, 1995, Xinghuacun Bamboo Leaf Green Wine with 28% ABV was certified by Fangyuan Chinese Brand Certification Committee. On March 16, 2000, 38% v/v and 45% v/v bamboo leaf green liquor was certified by China's Fangyuan Mark Certification Committee. On March 16, 2000, 38% of bamboo leaf green wine was certified by the Fangyuan Mark Certification Committee of China. On March 16, 2000, Fenjiu 38% vol was certified by China's Fangyuan Mark Certification Committee. March 16, 2000 53% vol.

and 48% vol. Fenjiu have been certified by China Fangyuan Grade Certification Committee. March 16, 2000 45% vol. old white Fenjiu has been certified by China Fangyuan Mark Certification Committee.

Shanxi Xinghua Fen Group Co., Ltd. is a wholly state-owned company, the production and operation of Chinese wines – Fen, Trimeresurus wine for the main business, the annual output of 50,000 tons of famous liquor, the wine is one of the well-known production bases of the largest in the country, consists of Is under the direct control of the Supervision Commission over state assets and management of the People's Government of Shanxi Province.

Fenjiu Group is located in Xinghua Village, the capital of winemaking, covering an area of 3.13 million square meters and a building area of 760,000 square meters. Its main business is the production and exploitation of famous Chinese wines, Fenjiu and Zhuyeqing. Alcoholic beverages, the annual production and sales of which is more than 75,000 kiloliters of alcoholic beverages. Demonstration platform for industrial tourism at the level of "AAAA" and the base of academic activities on the national culture of wine. The site of the Fenjiu Brewery in Xinghua Village is a National Key Cultural Relic Preservation Site and has been inscribed on the Tentative World Heritage List.

Fenjiu is the originator of flavored liquor in the country, and is a model for the development of the national flavored liquor standard. Fenjiu has a long history and long culture, it has the same origin and origin as Chinese civilization, Yellow River civilization and Shanxi trading culture. Fenjiu has a rich historical and cultural heritage and is unique in the liquor industry, recognized by the industry and one of Fenjiu's main competitive advantages.

The group of companies has 22 subsidiaries and branches with 8,000 employees, covering an area of 2.3 million square meters and a building area of 760,000 square meters. Fen Wine Factory Co., Ltd. main business is the largest wholly owned subsidiary, in 1993 the Shanghai Stock Exchange listed, is the first Chinese liquor stocks, Shanxi shares first.

The company owns two well-known trademarks in China, "Xinghua Village" and "Zhuyeqing".

The company's flagship products are Fenjiu, Bambooleaf liquor, Rose Fenjiu, Baiyu Fenjiu, and six series of wine and beer. Fenjiu is a typical flavor liquor, famous for its softness, sweetness, aftertaste and long aftertaste, enjoying high popularity, reputation and loyalty at home and abroad. The main varieties are national Tibetan fenjiu, blue and white fenjiu porcelain, zhonghua fenjiu, laobai fenjiu and so on. Trimeresurus wine is the only country recognized Health Wines by the Chinese Ministry of Health.

Over the years, thanks to persistent and enterprising activities, the scale of the company's activities continued to grow, and its competitiveness continued to grow. We see the company's financial statement further in Table 1.

Table 1 - Performance Indicators of Xinghuacun Fenjiu Group Co., Ltd. for 2020-2021 [Evans, Berman, 2020]

Index	2020 thous. \$	2021 thous. \$	Deviations 2021/2020 thous. \$	Rate of change 2021/2020
Income and expenses from ordinary activities				
Sales revenue	57927	60655	2728	5,8%
Cost price	56720	59482	2762	4,9%
Gross profit	1207	1173	-34	-2,8%
Profit (loss) from sales	1207	1173	-34	-2,8%
income and expenses				
Income	15619	14808	-811	5,2%

Improvement of the company's sales policy

Index	2020 thous. \$	2021 thous. \$	Deviations 2021/2020 thous. \$	Rate of change 2021/2020
Expenses	15608	15050	-558	-3,6%
Profit before tax	1218	931	-287	-23,6%
Deferred tax liabilities	–	8	8	-
income tax	345	272	-73	-21,2%
Net profit	873	651	-222	-25,4%

Revenue at Xinghuacun Fenjiu Group Co., Ltd. increased during 2021. The cost also tended to increase. The cost reflects the costs that relate to the goods sold. Accordingly, its growth is associated with an increase in supplier prices. In 2021, the cost increased by 4.9% compared to 2020.

Analyzing gross profit, we can say that it decreased by 2.8% in 2021 compared to 2020. A decrease in gross profit indicates a decrease in the company's profitability, a drop in labor efficiency, or the use of incorrect logistics.

In 2020-2021 revenues included sales of fixed assets, leasing of property, payment of penalties for violation of obligations under concluded agreements, etc. As can be seen from the table, revenues in 2021 decreased by 5.2% compared to 2020.

To other expenses in 2020-2021 included the costs of writing off overdue receivables, losses from previous periods, education and training of personnel, legal, banking, consulting and information services provided by third parties, payment for bank services, hospitality expenses. Other expenses also decreased in 2021 by 3.6% compared to 2020.

With a decrease in all indicators in 2021, profit before tax decreased by 23.6% and income tax by 21.2%, respectively.

Thus, net profit at the end of 2021 decreased by 25.4%, which indicates a difficult work during the pandemic.

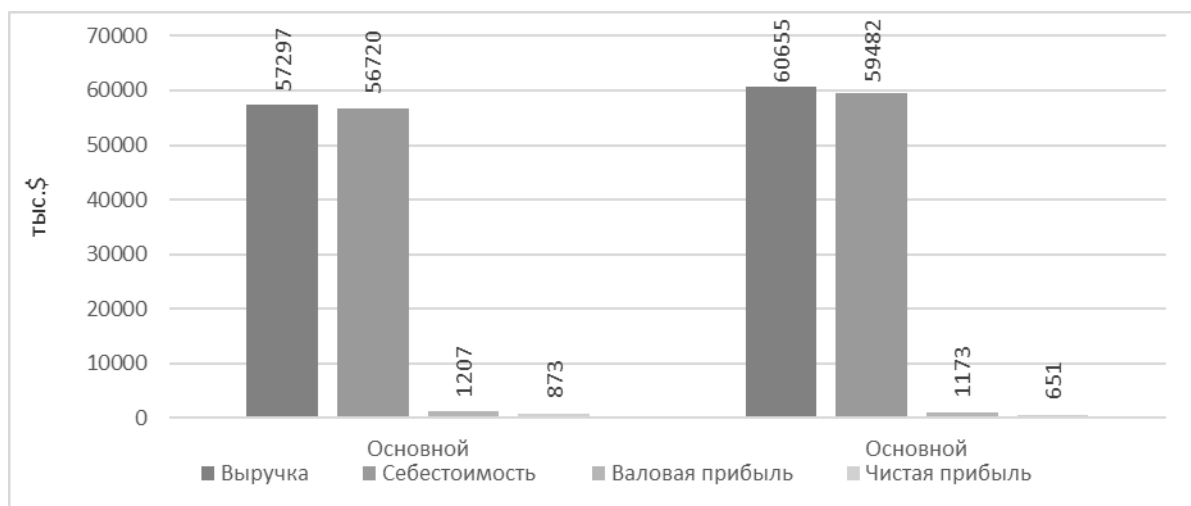


Figure 2 - Performance indicators of Xinghuacun Fenjiu Group Co., Ltd. [ibid.]

As can be seen from the analysis of the table, the company's income throughout the entire period consists of about 80% of sales proceeds. The structure of expenses is heterogeneous. The share of prime cost in the cost structure prevails).

The company's success is based on economies of scale, high-quality equipment, strategically

located generating assets, strong support from major shareholders, a sound corporate governance structure, excellent market credibility, a wealth of experience in the capital market, overseas operations, highly qualified talents and a professional management team. Figure 5 shows the organizational structure of the company.



Figure 3 - Organizational structure of Xinghuacun Fenjiu Group Co., Ltd.

The benefits of an organizational structure include:

1. Deeper preparation of decisions and plans related to the specialization of workers.
2. Releasing the chief line manager from in-depth problem analysis.
3. Ability to attract consultants and experts.

One of the most important activities of Xinghuacun Fenjiu Group Co., Ltd. is the sale and distribution of products.

The aim of Xinghuacun Fenjiu Group Co., Ltd. is:

- production of products that fully meet the requirements and expectations of consumers;
- achieving a level of product quality that allows you to be the first and competitive in the market of alcoholic beverages;
- Improving the well-being of the company's employees.

The main task of the company is to ensure break-even activity and profit [China's alcohol industry..., www].

The sales and supply sector is engaged in the marketing and sale of products at the enterprise. The sector is the link between the enterprise and the buyer. Engaged in the establishment of distribution channels, advertising, market research, works with financial companies, selects the most optimal payment schemes for the client, analyzes the sales of the company's products, draws up applications for production, develops strategies for conducting promotional events, participating in specialized exhibitions. Participates in the formation of an advertising strategy based on promising areas for further organizational development, innovation and investment activities.

The main tasks of the supply and marketing sector are:

Improvement of the company's sales policy

- search and conclusion of contracts with consumers;
- preparation of documents and shipment of finished products;
- ensuring the sale of finished products;
- constant work to expand sales volumes;
- planning the release of finished products, considering monthly adjustments of consumer requests.

Operational and marketing work at the enterprise includes:

- development of schedules for the shipment of finished products to the buyer;
- acceptance of finished products from manufacturing shops and preparing them for shipment to customers;
- organization of shipment of products to customers and execution of documents related to shipment and control of the fulfillment of customer orders and the solvency of customers.

When preparing products for shipment to customers, the company pays special attention to strict adherence to the rules of packaging and labeling, as well as determining the quantity of shipped products.

As one of the most professional wine selling companies, in recent years, Shanxi Xinghua Fen Group Co., Ltd. has successfully held dozens of exhibitions in Shanghai with an exhibition area of more than 150,000 square meters. buyers. Previous events have attracted thousands of top-notch professional wine buyers from over 40 countries and regions around the world who have come to export thousands of wines and spirits to international markets. In this process, Shanxi Xinghua Fen Group Co., Ltd. respectively, has received strong support and active participation from the Shanghai Wine Monopoly Bureau, Shanghai Liquor and Liquor Distribution Association, Shanghai Beverage Association, Shanghai Import Food Enterprises Association, IFSP, Comité Champagne (CVIC), COGNAC, Mexico Tequila. Association, Hong Kong Wine Merchants Chamber of Commerce, and numerous embassies and consulates, etc. local and foreign governments and related industry organizations. Meanwhile, Shanxi Xinghua Fen Group Co., Ltd. attracted the attention of international organizations in France, Germany, Italy, Spain, Chile, South Africa, USA, Argentina, Portugal and Australia for business in these countries. More and more international industry associations are looking to bring out the high-quality wines and spirits produced by Shanxi Xinghua Fen Group Co., Ltd. in order to strive for greater market share and meet the vast needs of consumers.

Shanxi Xinghua Fen Group Co., Ltd. has gained a reputation for excellence in scale and quality in the wine and spirits industry, and the number of exhibitors and visitors is increasing every year. Participation in such exhibitions becomes the main unmissable purchasing event for the company in China's imported wine industry, basically providing a green channel and platform for cooperation. In addition, for Shanxi Xinghua Fen Group Co., Ltd. is a good opportunity to build your brand image and achieve the goal of expanding the wine consumption market in China and international markets.

At present, the development strategy of Shanxi Xinghua Fen Group Co., Ltd. is aimed at maintaining and strengthening positions in the market of alcoholic beverages. The company intends to develop its sales network, constantly improve the range of products sold and improve their quality.

It is planned for the next few years to maintain the dynamics of sales growth. To meet this challenge, Shanxi Xinghua Fen Group Co., Ltd. will continue further development of its sales network with the development of new geographical territories.

To this end, significant funds are already being invested in the development of the client base, the improvement of the sales system, as well as in training and staff development programs.

Priority activities of Shanxi Xinghua Fen Group Co., Ltd. are:

-
- increase in sales of products;
 - introduction of new products to the range;
 - further intensive development of the client base;
 - expansion of brand portfolio;
 - introduction of new products in similar markets;
 - carrying out activities to improve the quality of products;
 - carrying out a complex of works on modernization of equipment.

The main task that the company puts on the market is to protect the existing market share and increase it.

The assortment and structure of production and sales of products have a great influence on the results of economic activity. When forming the assortment and output structure, an enterprise should take into account, on the one hand, the demand for these types of products, and on the other hand, the most effective ratio of labor, raw materials, technical, technological, and other resources available to the enterprise.

The assortment formation system includes the following main points:

- determination of current and prospective needs of buyers;
- assessment of the level of competitiveness of manufactured or planned products;
- study of the life cycle and the adoption of timely measures to introduce new, more advanced types of products and the removal of obsolete and economically inefficient products from the production program;
- assessment of economic efficiency and degree of risk of changes in the product range.

Recommendations and conclusions

In order to improve the sales performance of Shanxi Xinghua Fen Group Co., Ltd. it is necessary to create a dealer network of the enterprise.

The company has a dealer network, but its work is not efficient enough. In order to expand the dealer network, the enterprise needs to develop the Regulations on the dealer network, which will determine the functioning system of the dealer network of Shanxi Xinghua Fen Group Co., Ltd. and the conditions for selection for dealers, the procedure for relations with enterprise.

The use of a wide dealer network in the Chinese and international markets is extremely necessary, since the sales system in it is represented by various small enterprises and companies, which, due to good market development and close contact with consumers, are strong competitors to the sales division of the enterprise, concentrating their efforts against a large structure Shanxi Xinghua Fen Group Co., Ltd. The appearance of a wide dealer network in this case is objective and natural.

A wide dealer network of the enterprise can carry out a wide range of services for Shanxi Xinghua Fen Group Co., Ltd.:

- search for a counterparty for the transaction;
- preparation and execution of the transaction;
- lending to the parties and providing guarantees of payment for the goods by the buyer;
- transportation and storage of goods;
- market research;
- carrying out advertising and other activities to promote goods in various markets.

These services will reduce not only the costs of the enterprise for

storage, promotion and sale of manufactured products, but also time to find buyers, prepare and complete a transaction.

Attracting dealers will allow the company to increase profits by:

- increasing the efficiency of the sale of goods and, as a result, accelerating the turnover of capital;
- selling goods on the market directly at times of improvement in the market situation and increased demand at higher prices;
- reduction of terms of storage of commodity stocks in warehouses of the enterprise;
- reduction of distribution costs per unit of production.

Therefore, in order to improve the sales performance of Shanxi Xinghua Fen Group Co., Ltd. it is advisable to use multi-channel distribution systems for their products in order to maximize coverage of target markets and reduce the costs associated with transportation, storage and promotion of products to consumers.

References

1. Balabanova L.V. (2020) *Upravlenie sbytovoi politikoi* [Marketing policy management]. Moscow.
2. Bolt G.J. (2021) *Prakticheskoe rukovodstvo po upravleniyu sbytom* [Practical Sales Management]. Moscow.
3. *China's alcohol industry shows steady growth in 2021*. Available at: <http://russian.news.cn/2022-03/13/> [Accessed 12/12/2022]
4. Evans J.R., Berman B. (2020) *Marketing* [Marketing]. Moscow.
5. Friedman L. (2021) *Novye kanaly sbyta – glavnoe preimushchestvo kompanii* [The Channel Advantage]. Moscow.
6. Galitskii E.B. (2020) *Sbytovaya politika firmy* [Marketing policy of the company]. Moscow: Vertex Publ.
7. Goldstein G.Ya. (2020) *Marketingovye resheniya po raspredeleniyu tovarov i uslug* [Marketing decisions on the distribution of goods and services]. Yekaterinburg.
8. Jay R. (2021) *Malozatratnyi marketing* [Low-cost marketing]. St. Petersburg.
9. Ohoven M. (2020) *Magiya energichnykh prodazh. Strategiya uspekha v oblasti sbyta* [Die Magie des Power-Selling: Die Erfolgsstrategie für perfektes Verkaufen]. Moscow.
10. Pricener A. (2020) *Sbalansirovannaya sistema pokazatelei v marketinge i sbyte* [Balanced scorecard in marketing and sales]. Moscow.
11. Schnappauf R. (2020) *Praktika prodazh. Spravochnoe posobie po vsem situatsiyam v sbyte* [Sales practice]. Moscow.
12. *Xinghuacun Fenjiu Group Co., Ltd.* Available at: <https://cn.Fenjiu.com/> [Accessed 12/12/2022]
13. Zav'yalov P.S. (2020) *Marketing v skhemakh, risunkakh, tablitsakh* [Marketing in diagrams, figures, tables]. Moscow.
14. Zhalilo B. (2020) *Kniga direktora po sbytu* [The book of the sales director]. St. Petersburg.

Совершенствование политики продаж конкретной компании

Лю Цзюнь

Студент,

Российский университет дружбы народов,

117198, Российская Федерация, Москва, ул. Миклухо-Маклая, 10;

e-mail: 1032218950@rudn.ru

Мазурчук Тимофей Михайлович

Ассистент,

Российский университет дружбы народов,

117198, Российская Федерация, Москва, ул. Миклухо-Маклая, 10;

e-mail: 1032218950@rudn.ru

Аннотация

Маркетинг определяет связь предприятия с внешней средой путем ее изучения, направленного на выявление конкурентных позиций предприятия, его потенциала на соответствующем рынке в рамках принятой стратегии развития, которая может быть реализована посредством грамотной маркетинговой стратегии и тактики. Совершенствование маркетинговой деятельности предприятия на сегодняшний день является одним из важнейших элементов развития предприятия, который заключается в том, чтобы довести товар до потребителя именно в том месте, количестве и качестве, которые требуются, а также максимально использовать свои возможности для улучшения обслуживания клиентов. Предприятие, которое эффективно реализует свою продукцию, быстрее реагирует на изменения на рынке и получает значительные конкурентные преимущества. При совершенствовании торговой деятельности достижение целей компании происходит за счет оценки и удовлетворения требований потребителя. В связи с тем, что розничная торговля в настоящее время характеризуется снижением спроса, особенно на товары, не являющиеся товарами первой необходимости, многие аспекты деятельности предприятий нуждаются в тщательном анализе и модернизации. В частности, необходимо совершенствовать политику продаж, так как именно она определяет прибыльность предприятия. Явления, происходящие на рынке, обусловлены снижением уровня доходов, а значит, и платежеспособности населения.

Для цитирования в научных исследованиях

Лю Цзюнь, Мазурчук Т.М. Improvement of the company's sales policy // Экономика: вчера, сегодня, завтра. 2023. Том 13. № 2А. С. 183-193. DOI: 10.34670/AR.2023.16.12.015

Ключевые слова

Политика продаж, управление продажами, методы продаж, продажи, бизнес.

Библиография

1. Балабанова Л.В. Управление сбытовой политикой. М., 2020. 645 с.
2. Болт Г.Дж. Практическое руководство по управлению сбытом. М., 2021. 272 с.
3. Галицкий Е.Б. Сбытовая политика фирмы. М.: Vertex, 2020. 192 с.
4. Гольдштейн Г.Я. Маркетинговые решения по распределению товаров и услуг. Екатеринбург, 2020. 107 с.
5. Джей Р. Малозатратный маркетинг. СПб., 2021. 240 с.
6. Жалило Б. Книга директора по сбыту. СПб., 2020. 320 с.
7. Завьялов П.С. Маркетинг в схемах, рисунках, таблицах. М., 2020. 496 с.
8. Оховен М. Магия энергичных продаж. Стратегия успеха в области сбыта. М., 2020. 254 с.
9. Прайснер А. Сбалансированная система показателей в маркетинге и сбыте. М., 2020. 308 с.
10. Фридман Л. Новые каналы сбыта – главное преимущество компаний. М., 2021. 346 с.
11. Шнаппауф Р. Практика продаж. Справочное пособие по всем ситуациям в сбыте. М., 2020. 448 с.
12. Эванс Дж.Р., Берман Б. Маркетинг. М., 2020. 352 с.
13. China's alcohol industry shows steady growth in 2021. URL: <http://russian.news.cn/2022-03/13/>
14. Xinghuacun Fenjiu Group Co., Ltd. URL: <https://cn.Fenjiu.com/>